

[www.imaging-git.com](http://www.imaging-git.com)

# MEDIAKIT 2012 PRINT+ONLINE

- **Networking** – Highly accepted by decision makers and opinion leaders from the community
- **Just in time** – Constant media partner of the leading European events
- **Convincing** – Best editorial context for product presentation in print and online



VALID FROM OCTOBER 2011

[www.gitverlag.com](http://www.gitverlag.com)

**GIT VERLAG**

# ACHIEVE MORE

## Tailor-made communication from a reliable partner.

- **Print** – reach more than 100,000 decision makers!
- **Online** – generate leads!
- **Corporate Publishing** – high brand and customer value!
- **Direct Marketing** – targeted customer acquisitions!
- **Reprints** – added value without added costs!

We speak your language almost everywhere.

Being a part of the Wiley family makes it possible to offer our products and services worldwide.

You can count on us!



print • online • corporate publishing • direct marketing • reprints

## DESCRIPTION

### Description

Imaging & Microscopy (I&M) provides a cross-media platform of excellence for product and service presentations addressed to users and decision-makers in industrial and academic research. Presenting products from the industry in our print version and on our business web is our strong point. Based on a constant dialogue with scientists of the European imaging community, I&M offers outstanding editorial context for product launches. Regular topics of reviews as well as scientific and technical reports focus on applications concerning: **Electron and Ion Microscopy, Image Processing, Light Microscopy, Scanning Probe Microscopy, and X-Ray Analysis.** I&M is tailored to the interests of our readers who are the manufacturers' target group, and their information requirements.

We are constant media partner of:

European Microscopy Society (EMS), European Light Microscopy Initiative (ELMI), Focus on Microscopy (FOM), Royal Microscopical Society (RMS)

► Stay updated, visit [www.imaging-git.com](http://www.imaging-git.com)

### Overview

Publication frequency	4 issues per year	Editorial	Dr. Martin Friedrich
Volume	14 <sup>th</sup> year 2012	Advertising	Dr. Stefanie Krauth
Circulation	18,000	Advertising Administration	Claudia Vogel
Web address (URL)	<a href="http://www.imaging-git.com">www.imaging-git.com</a>	Subscription	€ 35.00 (+ VAT)
Publishing house	GIT VERLAG Wiley-VCH Verlag GmbH & Co. KGaA Boschstrasse 12, 69469 Weinheim, Germany	Single copy rate	€ 13.50 (+ VAT, + Postage)
Phone	+49 (0) 6201 606 0	Subscription for students	€ 17.50 (+ VAT)
Fax	+49 (0) 6201 606 793	ISSN	1439-4243
Internet	<a href="http://www.gitverlag.com">www.gitverlag.com</a>	Content Analysis 2010/2011	4 issues
E-Mail	<a href="mailto:contact@imaging-git.com">contact@imaging-git.com</a>	Format of the magazine	DIN A4
Director	Roy Opie	Total Pages	228 pages = 100 %
Head of Sales/Marketing	Dr. Katja Habermüller	Editorial	181 pages = 79.4 %
		Advertising	47 pages = 20.6 %



# CORPORATE PUBLISHING

## To us the alphabet is more than just letters

Considered superficially we only use 26 letters for the texts in our journals and newspapers. We are not out to redefine language, but when we focus on a corporate publishing project our expertise and passion for communication and knowledge transfer is the secret for our success.

**To explain complex facts is our strong point. You can count on us. We are looking back on more than 40 years of successful publishing.**

- Customer magazines
- Employee newsletters
- Corporate Books
- Product advertisement
- Advertorials
- Inlays
- Advertisements

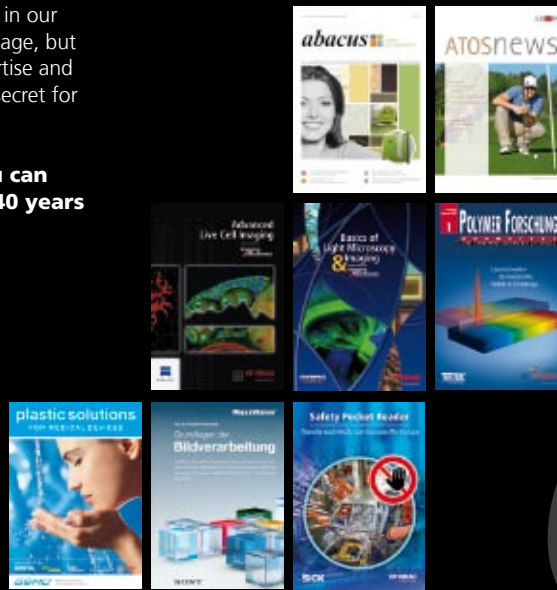
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## DATES & CONTENTS



ISSUES	1 / March	2 / May	3 / August	4 / November
Publishing Date	09.03.2012	22.05.2012	24.08.2012	22.11.2012
Advertising Deadline	23.02.2012	03.05.2012	09.08.2012	06.11.2012
Editorial Deadline	25.01.2012	30.03.2012	11.07.2012	28.09.2012
FAIRS AND EXHIBITIONS				
	Analytica, Munich, Germany, 17.–20.04.2012	European Light Microscopy Initiative Meeting, Leuven, Belgium, 05.–08.06.2012	European Microscopy Congress, Manchester, UK, 16.–21.09.2012	American Society for Cell Biology, San Francisco, CA, USA, 15.–19.12.2012
	Focus on Microscopy, Singapore, 01.–04.04.2012	ICN+T 2012, Paris, France, 23.–27.07.2012	Neuroscience, New Orleans, LA, USA, 13.–17.10.2012	SPIE Photonics West, San Francisco, CA, USA, January 2013
	Control, Stuttgart, Germany, 08.–11.05.2012	Microscopy & Microanalysis, Phoenix, AZ, USA, 29.07.–02.08.2012		
TOPICS	To provide our readership with up-to-date Information on Products and Services, Technology and Applications, each issue of Imaging & Microscopy focuses on: <b>Light Microscopy</b> <b>Electron, Ion and X-Ray Microscopy</b> <b>Scanning Probe Microscopy</b> <b>Image Analysis/Processing</b> <b>Compositional Analysis</b>			
SPECIAL SECTION		<b>Scanning Section</b> (SEM, STEM, AFM, STM, SNOM, specialised SPM, Compositional Analysis)		<b>Scanning Section</b> (SEM, STEM, AFM, STM, SNOM, specialised SPM, Compositional Analysis)

### I&M SHOWCASE



This half-page advertorial format is consisting of:

- **1,200 characters incl. blanks**
- **main technical specifications**
- **one illustration**
- **company logo**
- **Email and URL**

I&M Showcase is a regular feature introducing new products and services related to:

- **Light Microscopes**
- **Electron, Ion and X-Ray Microscopes**
- **Scanning Probe Microscopes**
- **Compositional Analysis**
- **Image Analysis/Processing**
- **Microscopy Accessories**
- **Microscopy Consumables**

ADVERTISEMENTS	FORMAT (MM)		PRICE € (B/W)	PRICE € 4C
	width	height		
1/1 Page	185	260	4,290	5,770
1/2 Page portrait	90	260	2,160	3,640
1/2 Page landscape	185	128	2,160	3,640
JuniorPage	137	190	2,380	3,860
1/3 Page portrait	58	260	1,450	2,190
1/3 Page landscape	185	85	1,450	2,190
1/4 Page classic	90	128	1,080	1,820
1/4 Page portrait	43	260	1,080	1,820
1/4 Page landscape	185	63	1,080	1,820
1/8 Page classic	90	63	540	1,280
1/8 Page landscape	185	30	540	1,280

PREFERRED POSITIONS	FORMAT (MM)		PRICE € (B/W)	PRICE € 4C
Title Page + Story <sup>1</sup>	213	303		7,450
Inside front/back page, Back page <sup>1</sup>	185	260	5,540	7,050
1st right hand page in text <sup>1</sup>	185	260	5,540	7,050
Belly Band	450	max. 100		5,290
Postcards <sup>2</sup>				115

ADVERTORIALS	1/1 PAGE	1/2 PAGE
- Application Note - Technical Report - Showcase - Company Profile	2,450	1,530

BOUND-IN INSERTS	FORMAT (MM)		PRICE €
	width	height	
2-page A4	210	297	4,470
3-page A4 + side flip	207 + 105	297	6,700
4-page A4	420	297	7,150
6-page A4	414 + 203	297	9,390

\* Head: 5 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

LOOSE INSERTS <sup>5</sup>	WEIGHT	PRICE €
	up to 25 g	275
	up to 50 g	350

### Reprint and PDF

**2 Pages** 4c, 135 g/m<sup>2</sup>  
glossy art print

Print run 1,000 copies 882.00 €

Print run 2,000 copies 1,068.00 €

plus VAT, postage and packaging  
Further print runs and differing scales on request.

**4 Pages** 4c, 135 g/m<sup>2</sup>  
glossy art print

Print run 1,000 copies 1,286.00 €

Print run 2,000 copies 1,577.00 €

We can provide a pdf file of your article for your internet presentation for a nominal charge of € 100.- (+ VAT). Printable PDF on request.

For further information on reprints please contact Dr. Stefanie Krauth  
Tel.: +49 (0) 6201 606 728 or visit our website at  
[www.gitverlag.com/de/corporate/reprints/](http://www.gitverlag.com/de/corporate/reprints/)

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and G.I.T. Publishing has exclusive rights of it for 6 months.
- 2 Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- 3 No discount given
- 4 Surcharge for advertisements smaller than 1/2 page A4 = 50%
- 5 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

### JOB ADVERTISEMENTS

25 % discount on regular advertisement prices

ADDITIONAL COSTS <sup>3</sup>	PRICE €
Bleed	380
Per colour Euroscale	500
Special colour	615
4-colour supplement <sup>4</sup>	1,480

### ADDITIONAL CHARGES

Request positions 10 %

### DISCOUNTS

3 Advertisements	5 %
6 Advertisements	10 %
9 Advertisements	15 %
12 Advertisements	20 %
18 Advertisements	25 %
24 Advertisements	30 %

### Terms of Payment:

Payment within 30 days without deduction.

### Bank Details:

Commerzbank AG · Rheinstrasse 14 · 64283 Darmstadt, Germany

RT. No. 508 800 50 · Acc. No. 01 715 501 00

S.W.I.F.T. – BIC: DRES DE FF 508

IBAN: DE52 5088 0050 0171 5501 00

VAT-Id.No.: DE 813481633 · Tax No.: 47020/21620

<p><b>1/1</b> Pages Type Area/ Bleed Size</p>	<p><b>Type Area:</b> 185 x 260 mm</p> <p><b>Bleed Size:</b> 210 x 297 mm + 3 mm Overlap on all sides</p> <p><b>Final Size:</b> 216 x 303 mm</p>		<p><b>1/3</b> Pages Type Area/ Bleed Size</p>	<p><b>Type Area:</b> portrait: 58 x 260 mm landscape: 185 x 85 mm</p> <p><b>Bleed Size:</b> portrait: 70 x 297 mm landscape: 210 x 104 mm + 3 mm Overlap</p>	
<p><b>1/2</b> Pages Type Area/ Bleed Size</p>	<p><b>Type Area:</b> portrait: 90 x 260 mm landscape: 185 x 128 mm</p> <p><b>Bleed Size:</b> portrait: 102 x 297 mm landscape: 210 x 147 mm + 3 mm Overlap</p>		<p><b>1/4</b> Pages Type Area/ Bleed Size</p>	<p><b>Type Area:</b> portrait: 43 x 260 mm landscape: 185 x 63 mm</p> <p><b>Bleed Size:</b> portrait: 54 x 297 mm landscape: 210 x 82 mm + 3 mm Overlap</p>	
<p><b>Junior-page</b> Type Area/ Bleed Size</p>	<p><b>Type Area:</b> 137 x 190 mm</p> <p><b>Bleed Size:</b> 147 x 209 mm + 3 mm Overlap</p>		<p><b>1/4</b> Pages Type Area/ Bleed Size</p> <p><b>1/8</b> Pages Type Area/ Bleed Size</p>	<p><b>Type Area:</b> classic: 90 x 128 mm</p> <p><b>Bleed Size:</b> classic: 102 x 147 mm + 3 mm Overlap</p> <p><b>Type Area:</b> classic: 90 x 63 mm landscape: 185 x 30 mm</p> <p><b>Bleed Size:</b> classic: 102 x 82 mm landscape: 210 x 49 mm + 3 mm Overlap</p>	

Magazine Overview	Dates & Contents	Prices & Formats	Technical Data	Distribution	Online	General terms of Business	Contact
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## TECHNICAL SPECIFICATIONS

### Magazine format

210 x 297 mm (width x length), A4 size  
185 x 260 mm (width x length), print space  
Number of columns: 3; column width 58 mm or  
Number of columns: 4; column width 43 mm

### Print methods

Sheet offset

### Colours

Euro scale

### Screen ruling

70 ruling

### Loose inserts

Minimum insert size: 105 x 148 mm (w x h)  
Maximum insert size: 200 x 287 mm (w x h),  
the back fold must be on the long side (287 mm)

### Data format

We accept the following data formats: PDF, EPS, TIFF, JPG.

### Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.
4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at [www.gitverlag.com/en/about/transfer/](http://www.gitverlag.com/en/about/transfer/).
5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.
6. Do not send pre-separated or DCS files.

### Use of "open files"

If you send us programme-specific data formats, e.g. InDesign, QuarkXpress, CorelDraw, we cannot guarantee that the layout will not change upon printing (text, separations, line weight etc.).

### To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, PowerPoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice. In some cases, conversion is not possible. All tasks necessary to create "print-ready" files will be charged to you according to time spent.

### Transmission options

- by e-mail to [claudia.vogel@wiley.com](mailto:claudia.vogel@wiley.com)
- by FTP at <ftp.gitverlag.com/incoming>
- by CD Rom to

Wiley-VCH Verlag GmbH & Co. KGaA  
FAO: Claudia Vogel  
Boschstrasse 12  
69469 Weinheim, Germany  
Tel.: +49 (0) 6201 606 758  
Fax: +49 (0) 6201 606 790



Magazine Overview	Dates & Contents	Prices & Formats	Technical Data	Distribution	Online	General terms of Business	Contact
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## Circulation Breakdown

COPIES PER ISSUE	COPIES
Printrun	18,000
Archive, tradeshow, sample copies	1,000
Total circulation	17,000

## Distribution Breakdown

GEOGRAPHICAL DISTRIBUTION	%
Germany	21%
UK	17%
Eastern Europe	11%
Italy and Spain	11%
France	9%
Switzerland and Austria	8%
Benelux	6%
Turkey and Greece	5%
Scandinavia	5%
Outside Europe	2%
Trade Shows and Congresses	5%

## Distribution Breakdown

JOB POSITION	%
Professor / Lecturer	22%
Technician	21%
Senior Scientist / Post-Doc	17%
Sales, Product Management & Marketing	14%
Company Owner / CEO	12%
PhD Student	11%
Other	3%

## SECTORS

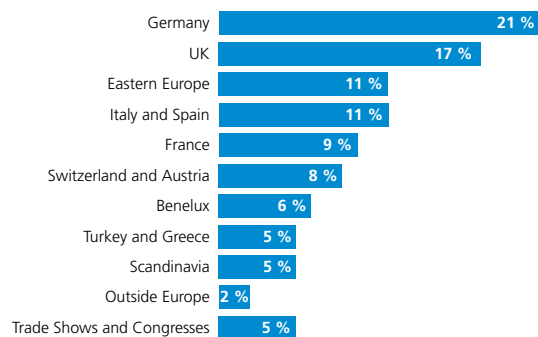
SECTORS	%
University and Research Institute	35%
Biotechnology Industry	10%
Chemical Industry	11%
Pharmaceutical Industry	9%
Working Materials and Metals	9%
Measurement and Automation Technology	7%
Semiconductor and Electronic Industry	6%
Energy- / Agro- / Environmental Industry	4%
Governmental Association	4%
Service Industry	3%
Optics	2%



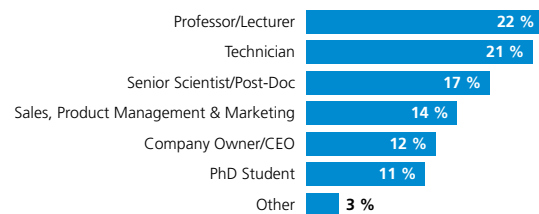
Founded in 1807, John Wiley & Sons, Inc. has been a valued source of information and understanding for over 200 years, helping people around the world meet their needs and fulfill their aspirations. Since 1901, Wiley and its acquired companies have published the works of more than 350 Nobel laureates in all categories: Literature, Economics, Physiology/Medicine, Chemistry and Peace.

The core businesses include scientific, technical, medical and scholarly journals, encyclopedias, books, and online products and services. Wiley's global headquarters are located in Hoboken, New Jersey, with operations in the U.S., Europe, Asia, Canada, and Australia. The Company is listed on the New York Stock Exchange under the symbols JWa and JWb. GIT VERLAG has been a part of the Wiley group since 2002.

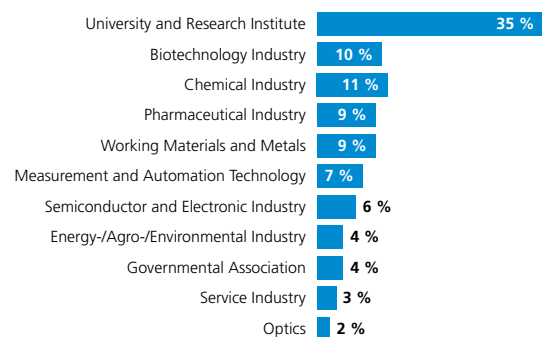
## Geographical Distribution



## Distribution by Job Position



## Distribution by Sectors



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University of Genoa, Italy



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## Support from Science

We are very proud to present the advisory board of Imaging & Microscopy to our readership. Composed of leading experts from around the world, its role is to advise on current issues and advances in all fields of modern microscopy and imaging. The board serves as a guardian for the journals' scientific quality. In the most general term it is a sounding board and a conscience. Imaging & Microscopy calls upon suggestions and criticism that will make a good journal even better.

# MEDIA PARTNERS

## European Microscopy Society (EMS)



The aims of EMS are to promote the use and the quality of advanced microscopy in all its aspects in Europe, with particular reference to developments in instrumentation and methodology and novel applications of all types of microscopy. Although light, electron and scanning-probe microscopy are expected to occupy a large place in the activities of The Society, no form of microscopy is excluded.

## (European) Microscopy Congress (EMC)



(E)MC host a major trade exhibition, which brings together manufacturers of all different kinds of microscopy techniques, as well as suppliers of accessories and consumables, preparation tools, image analysis systems, and all important publishers in the field. The manufacturers will introduce their latest developments and highlight new potential applications in technical lectures which will address a general audience. The scientific programme of (E)MC covers all recent developments in the three major areas of instrumentation and methods, materials science and life science.

## European Light Microscopy Initiative (ELMI)

ELMI was created in 2001 to establish a unique communication network between European scientists working in the field of advanced light microscopy in life science and the manufacturers of their equipment. The annual meetings of this initiative combine lecture sessions focusing on applications and workshop sessions organized by the industry partners for instrument demonstration and hands-on opportunities.



## Focus on Microscopy

These conference series reflect and promote the most recent developments and offer an efficient meeting point for developers and users working in advanced optical microscopy and imaging. It plays an important role in the dissemination of information about new developments with special attention to joint applications with bioinformatics, nanobiotechnology and bioengineering. A technical exhibition will show the most recent developments in microscopy and associated techniques.



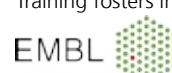
## Royal Microscopical Society (RMS)

This international microscopical society serves the needs of its company members who represent all the major manufacturers and suppliers of microscopes, equipment and services. It is dedicated to advancing science, developing careers and supporting wider understanding of science and microscopy. Its council of trustees and members drive the direction of the society and form its long-term strategy. The society publishes the Journal of Microscopy and a series of microscopy books.



## EMBL International Centre for Advanced Training (EICAT)

The EMBL International Centre for Advanced Training fosters information exchange between the respective EMBL training branches. Among these are the International PhD Programme, the Postdoctoral Programme and the Collaborative Training Programme. It also includes the highly successful Courses and Conferences Programme and collaborates with the Science and Society Programme. EICAT thus pursues a dual mission: to provide first-rate training for the scientists who work at EMBL, and to serve as a European hub of advanced training for those who primarily work elsewhere.



# GIT BUSINESS WEBS: WWW.IMAGING-GIT.COM

imaging-git.com serves information adapted to its readers needs for business and education. Furthermore, it offers fast and comprehensive access to up to date briefings in microscopy and imaging in R&D.

## Banner, Newsletter

imaging-git.com offers you all types of web-advertisement of the "Universal Ad Package", which was listed for Europe by the Interactive Advertising Bureau (IAB) and the European Interactive Advertising Association (EIAA). On top of that, additional attractive banner types like Full Banner, Standard Skyscraper or PagePeel are available.

## Banner formats & prices:

Leaderboard	728 x 90 Pixel	€ 810 / Month, run of site*
Full Banner	468 x 60 Pixel	€ 580 / Month, run of site*
Page Peel	500 x 500 Pixel	€ 1.200 / Month, run of site*
Wide Skyscraper	160 x 600 Pixel	€ 1.080 / Month, run of site*
Skyscraper	120 x 600 Pixel	€ 850 / Month, run of site*
Rectangle	180 x 150 Pixel	€ 1.070 / Month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1.130 / Month, start page

\* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

## Newsletter

- 1 Wide Skyscraper (at top right): € 885
- 2 Product Feature: € 930 incl. price for product information
- 3 Full-Banner (middle): € 770

In case of "Product Feature" the product will be highlighted one time in the newsletter.



Newsletter

## Technical Data:

Please send your files by mail to your sales representative. We will take care of all further steps.

## Banner:

Size of data: max. 40 KB, Flash (SWF no FLV)

Data formats: GIF, JPG

Target-website: please tell us the exact URL, where your banner should be linked to.

Exception Flash banner: We require an additional banner as GIF or JPG for users without Flash.

Exception Newsletter: Only static banners, no animated GIF and no Flash.

## Applications:

Data format: PDF

Size of data: max. 8 MB

## Product Information:

Text: up to 1,000 characters incl. blanks

Pictures: JPG, PNG, TIF

## Webcasts:

Data format: Flash (FLV no SWF)

Size of data: max. 40 MB



## Applications, Webcasts, Webinars

- **Applications:** € 810 for 6 months  
Including: Teaser text, product photos, company contacts, PDF for download
- **Webcast:** € 810 for 6 months  
Including: Teaser text, product video, company address
- **Webinar communication package (Audio):**  
One exclusive sponsor: € 9,920  
Two sponsors: € 4,960 per sponsor  
Three sponsors: € 3,310 per sponsor  
Four sponsors: € 2,480 per sponsor



Webcast

**Webinars** are online seminars with live-character – a brilliant instrument for lead generation. The webinar communication package not only includes the technical and organisational handling. Additional activities which generate an optimum of webinar attendees likes display advertising on the website, newsletters midterm and shortly before the webinar as well as print advertising.

**Jobs:** Job advertisement € 810 up to 3 months

## Brief introduction

PRO-4-PRO.com is the online platform of GIT PUBLISHING for your product advertising. It is an ideal addition to the other advertising possibilities of GIT PUBLISHING. PRO-4-PRO's clear structure as well as its cross-sectoral/ interdisciplinary classification guarantees an optimal presentation and easy identification of your company and your products. Our PRO-4-PRO.com service is mainly used by managing directors, technical designers, developers, scientific specialists and buyers, in order to research information on product novelties. Comfortable search functions deliver fast and effective search results. Monthly newsletters for selected interest areas continuously inform the users about newest industry product innovations. Interactive trade fair specials, a meeting calendar, and a newsboard are some further components of PRO-4-PRO.com which round off the portfolio.



- ▶ clear structure
- ▶ multiple classification (by industry) of your products
- ▶ individual optimisation for search engines (e.g. google)
- ▶ sector specific Newsletter Service
- ▶ ideal and optimal banner placement in relevant segments
- ▶ your products are also placed on www.imaging-git.com without any additional costs.

### Basic entry:

All relevant contact details, company logo, web link, keywords.



### Product entry:

Detailed text highlighted with no limit of characters, images, deep links, PDF data sheets, video streams. Each product entry is promoted in the newsletter.



## RATES

	RUNTIME 6 MONTHS TOTAL COST €	RUNTIME 12 MONTHS TOTAL COST €
Basic entry	free of charge	
Product entry	285	510
Company profile	–	315
Special agreement	prices on application	
3D product animation	prices on application	
Trade show special	prices on application	

PACKAGE DEALS		RUNTIME 12 MONTHS TOTAL COST €
Basic Package	- 4 product entries - company profile - Banner ad for 3 months	1,640
Basic Plus Package	- 8 product entries - company profile - Banner ad for 6 months	3,020

BANNER	PER MONTH €	PER 1,000 ADVERTISEMENTS €
Fullsize / Sector welcome page	225	75
Leaderboard / Sector welcome page	300	100
Wide Skyscraper / Sector welcome page	240	80
Fullsize / Segment + newsletter	405	135
Leaderboard / Segment + newsletter	495	165
Wide Skyscraper / Segment	345	115
Exclusive button	3,500	–

### Special agreement

**Procedure** – A unique opportunity to have all your product information sent to us placed on **PRO-4-PRO.com** automatically including all optimisations for the previously agreed time.

**And it cannot be simpler** – Please contact us and we will provide you a tailor made offer for a special agreement.

### Service ▶▶▶

To evaluate the success of your advertising campaigns PRO-4-PRO.com provides a regular response service via e-mail containing detailed statistics. Prospect customer requests are forwarded directly via e-mail, too. For detailed consulting or if you would like to apply changes to an existing presentation please do not hesitate to contact the PRO-4-PRO team.



# CONTACT

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Bettina Willnow  
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